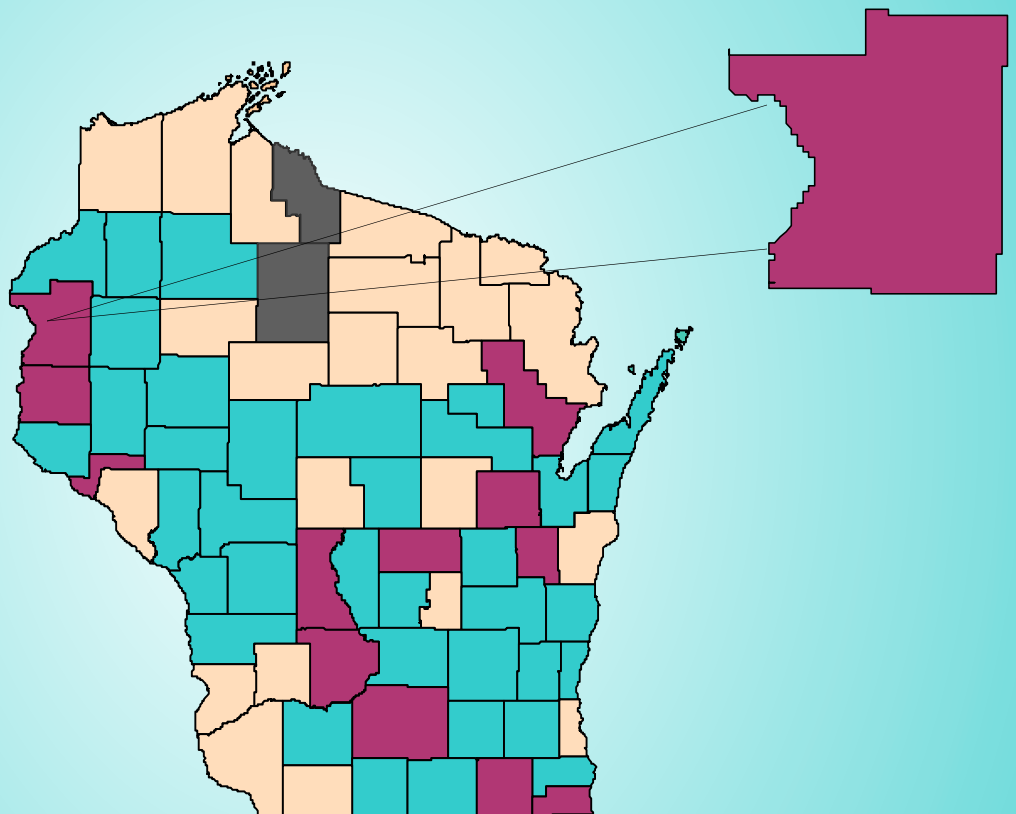


Polk County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

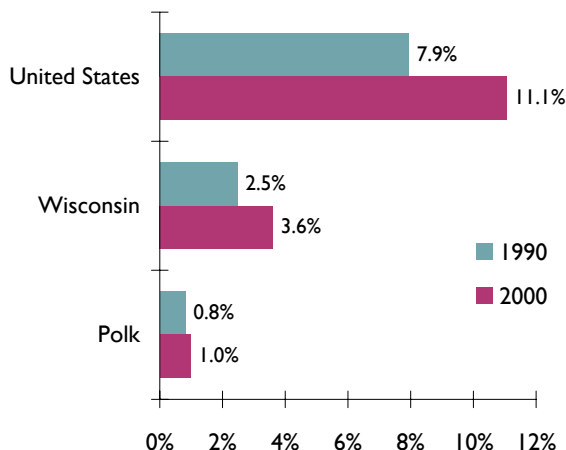
The increase in population in Polk County from April 2000 through December 31, 2001 of 3.2 percent was the 6th highest in the state and was nearly double the increase of 1.7 percent of the State of Wisconsin.

Most of the additional 1,302 residents were individuals relocating to the county. Since April 2000, at least 1,131 residents moved to the county for a net migration rate of 2.7 percent, much higher than the state migration rate of 0.94 percent and higher than migration rates for other similar non-metropolitan counties in the state. The largest increases in population were in the towns of Osceola and Alden. The largest municipality, Amery, added just 11 residents.

The increase in population from natural causes totaled only 171 even though there were 849 births in the county. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Polk County in 2000 was 38.7 years, higher than in many Wisconsin counties.

Another reason for fewer births is that there is less ethnic diversity in the population and fewer foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to the non-white populations. Even though the number of births to whites is still the largest share of all births, that is declining as births

Share of Foreign-born Residents

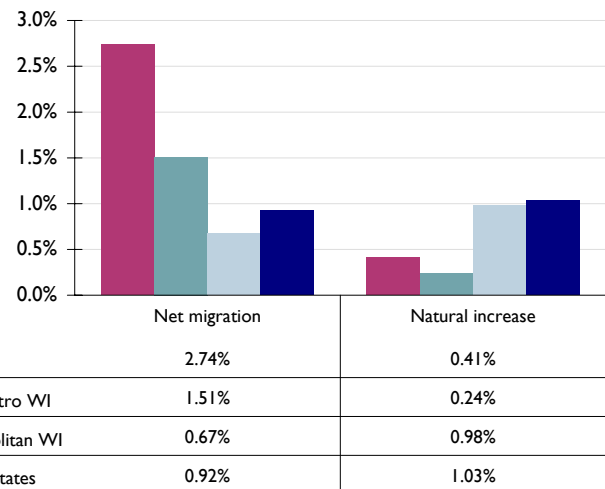


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Polk County	41,319	42,621	3.2%
Largest Municipalities			
Amery, City	2,845	2,856	0.4%
Alden, Town	2,615	2,719	4.0%
Osceola, Village	2,421	2,501	3.3%
Osceola, Town	2,085	2,398	15.0%
Lincoln, Town	2,304	2,368	2.8%
St Croix Falls, City	2,033	2,054	1.0%
Farmington, Town	1,625	1,679	3.3%
Garfield, Town	1,443	1,494	3.5%
Balsam Lake, Town	1,384	1,432	3.5%
Eureka, Town	1,338	1,393	4.1%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

to other ethnic groups is increasing.

The odds of increasing the birth rate are stacked against the county. Nationally, more births are occurring to non-white populations, plus a median age approaching 40 cannot be overlooked, and if recent population projections are correct, that median age will only increase in the years to come.

Population by age projections from the Wisconsin Demographic Services section show that the share

(Continued on page 2)

Polk County Workforce Profile

Population Projections by Age Groups in Polk County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,253	1,506	1,655	1,663	947	1,059	1,314	1,635	1,786	1,668	1,408	1,074	979	797	694	1,212
Female	1,174	1,456	1,638	1,482	841	1,024	1,236	1,722	1,651	1,567	1,304	1,082	948	844	776	1,924
2005																
Male	1,290	1,435	1,594	1,633	1,289	1,076	1,232	1,426	1,724	1,857	1,719	1,477	1,152	957	727	1,267
Female	1,236	1,347	1,546	1,564	1,195	1,030	1,174	1,347	1,789	1,705	1,632	1,375	1,124	929	796	1,977
2010																
Male	1,321	1,433	1,492	1,560	1,252	1,450	1,252	1,336	1,501	1,790	1,914	1,800	1,594	1,135	879	1,334
Female	1,266	1,377	1,405	1,467	1,252	1,434	1,184	1,285	1,400	1,848	1,775	1,720	1,437	1,105	879	2,024
2015																
Male	1,406	1,427	1,470	1,438	1,173	1,398	1,645	1,339	1,388	1,540	1,822	1,982	1,917	1,560	1,036	1,490
Female	1,348	1,372	1,417	1,315	1,155	1,491	1,602	1,281	1,322	1,432	1,902	1,846	1,776	1,400	1,036	2,116
2020																
Male	1,471	1,491	1,456	1,407	1,072	1,302	1,572	1,740	1,383	1,418	1,564	1,883	2,111	1,872	1,424	1,725
Female	1,407	1,435	1,404	1,319	1,028	1,374	1,652	1,712	1,312	1,347	1,471	1,973	1,898	1,725	1,310	2,334

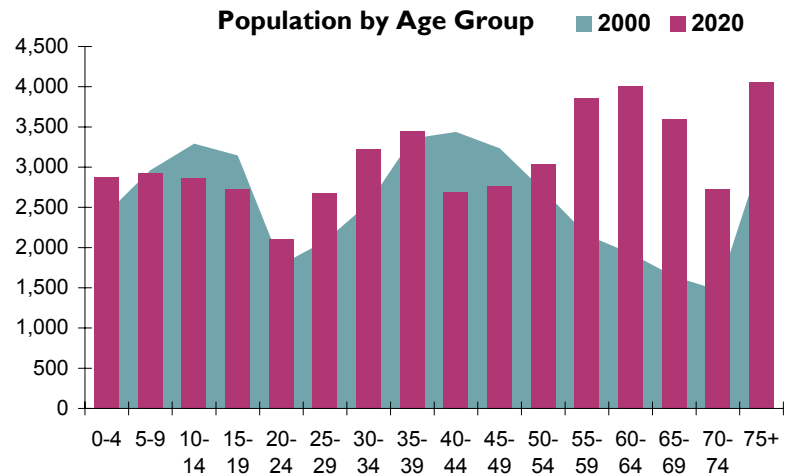
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

of population over the age of 60 will increase from 20 percent in 2000 to 29 percent in 2020 as the population under 20 years old declines from 29 percent to 23 percent.

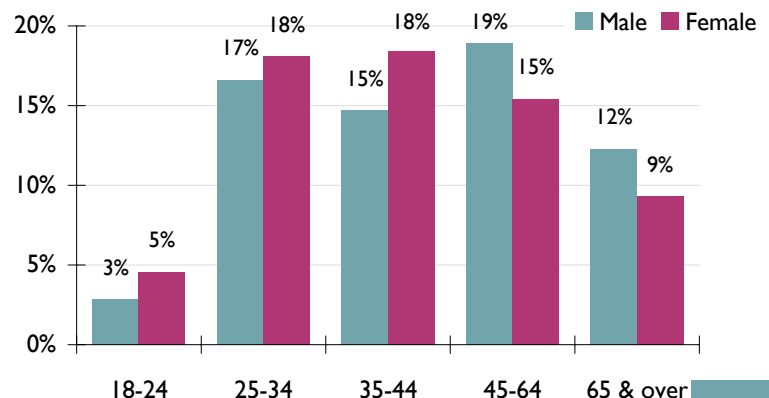
From 2000 to 2020 the total population is projected to increase by 8,275 residents. Some of that increase is projected in the youngest age group, 0-4 year olds, and the middle age groups; but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000.

The background area representing 2000 also shows the surge in population from the baby-boom, now in their late-30s and mid-50s and another, smaller surge in births in the late 80s, now in their late teens. The increase in 2020 of the 25-34 year old groups is primarily the result of these births. If you follow the age cohort of the younger population groups (add 10 years to the group for every ten years of time) you see the loss of younger populations from the county when they graduate from high school.

The bottom graph in shows the percent of residents by age with at least a bachelor's degree. The county has a relatively low proportion of young residents with a college degree compared to the state. Since there is little change among the age groups it would appear that once those residents leave the area they seldom return.



Percent of age group with at least a Bachelor's degree in Polk County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Polk County is lower than it was in the late 1990s when there were more jobs. (The rates for the late-1990s were also based on an under-estimated population. Since the LFPR is a share of the total population 16 years and older, a smaller population would generate a higher share of labor force). In 2002 LFPR was 72.4 percent, nearly matching the state rate but higher than the LFPR of 66.6 percent in the United States.

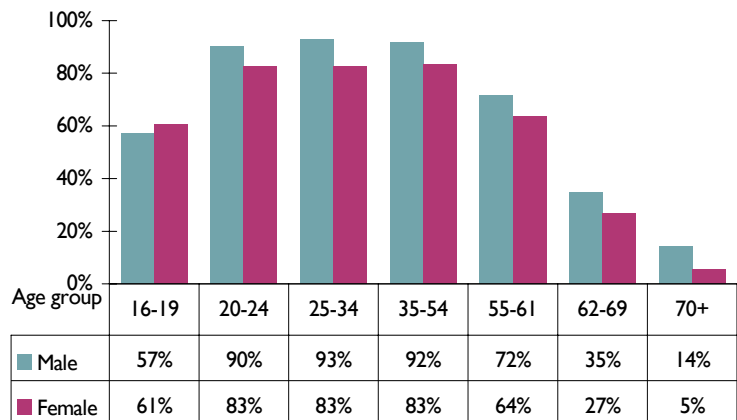
Another reason for declining participation rate is an aging population. In Polk County participation among the older age groups is less than in Wisconsin while the share of population over 55 is higher. In Wisconsin male and female LFPR among 55-61 year olds are 77 and 65 percent, respectively; and among 62-69 year olds, 37 and 29 percent, respectively. One of the reasons for those lower rates might be the physical demands required in many of the jobs in the county. Participation from the youngest age groups is also lower than in the state.

The lower participation rates from older residents becomes increasingly more significant as a greater number of residents enter those groups. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force age population (16 years and older) in Polk County will increase from 32,000 in 2000 to 40,380 but the share of residents over 55 years old will increase from 33 to 45 per-

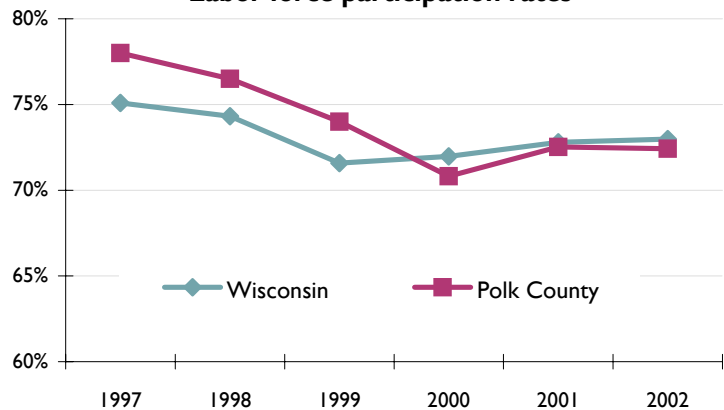
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Polk Labor Force Participation by Age & Sex in 2000



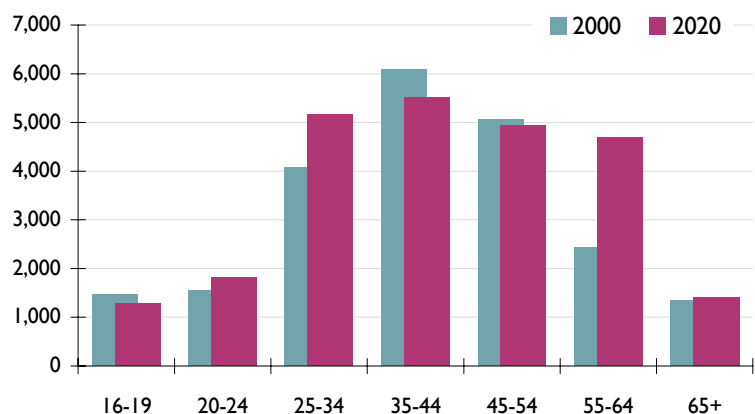
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Polk County



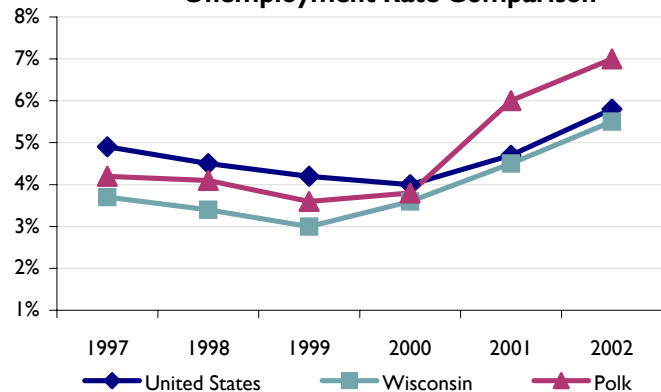
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Polk County Workforce Profile

cent. Based on these projections the labor force will expand only 15 percent in the next twenty-year period compared with a 60 percent increase from 1980 to 2000.

The labor force in Polk County has been getting larger in the last several years as new workers move into the county. In 1997 the total labor force in Polk County was 22,353 and the unemployment rate was 4.2 percent. The labor force increased to 23,575 in 2002 and the unemployment rate increased to 7.0 percent, the highest level since 1992.

Unemployment Rate Comparison



Polk County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	22,353	22,390	21,618	22,438	23,309	23,575
Employed	21,422	21,480	20,831	21,593	21,913	21,933
Unemployed	931	910	787	845	1,396	1,642
Unemployment Rate	4.2%	4.1%	3.6%	3.8%	6.0%	7.0%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Polk County is in the west central region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses and truck drivers. Both require a greater degree of education or training and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that increases from 2,000 to 2,200 jobs increased only 10 percent.

West Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.37
	Network/Computer Systems Admin	Bachelor's degree	\$15.59
	Computer Software Engrs Apps	Bachelor's degree	\$30.52
	Medical Assts	1-12 mo. on-the-job training	\$11.45
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.96
	Medical Records/Health Info Techs	Associate degree	\$11.38
	Computer/Information Systems Mgrs	Work experience & degree	\$25.56
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$8.19
	Child Care Wrkrs	1-month or less training	\$7.91
	Pharmacy Techs	1-12 mo. on-the-job training	\$9.90
Most Openings	Retail Salespersons	1-month or less training	\$9.70
	Cashiers	1-month or less training	\$7.25
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.10
	Waiters/Waitresses	1-month or less training	\$7.27
	Registered Nurses	Bachelor's degree	\$21.57
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.71
	Stock Clerks/Order Fillers	1-month or less training	\$8.84
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.03
	Bartenders	1-month or less training	\$7.98
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.11

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

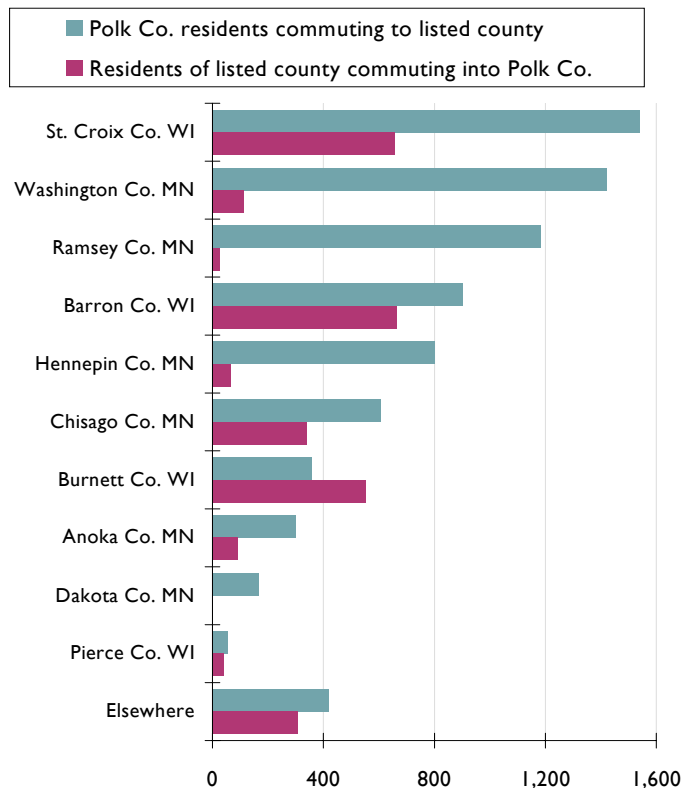
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Polk County where a large share of the labor force is employed outside of the county. In Wisconsin, com-

muting patterns for municipalities are available every ten years from the census and were released in April 2003.

In Polk County, 7,466 residents, 38 percent of the workers who live in the county, traveled out of the county for a job. Three in every five workers who left the county headed for destinations in Minnesota, especially to employers in Washington (eastern MN), Ramsey (St. Paul) and Hennepin (Minneapolis) counties. The most popular destination in Washington County is the City of Bayport.

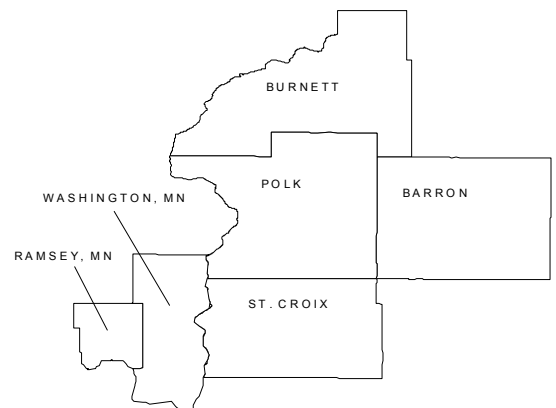
More than any other single destination, workers who leave the county, are headed for jobs in St. Croix County in Wisconsin. Nearly half of all the workers who travel into St. Croix County are headed for employers in the City of New Richmond, the most popular destination. The fact that so many residents travel out of the county for a job is one of the primary reasons that the labor force in Polk County is greater than the number of jobs with area employers.

Even though nearly 40 percent of the workforce leaves the county for a job, employers in Polk County attract roughly 2,875 workers who travel from neighboring communities to work in local jobs. Most of the incoming workers travel from Barron, St. Croix and Burnett counties. From the north workers are headed to employers in the Village of Frederic and the City of St. Croix Falls, from the south and east the primary destinations are the cities of Amery and Osceola.



	Polk Co. residents commuting to listed county	Residents of listed county commuting into Polk Co.	Net gain or loss of workers
St. Croix Co. WI	1,542	658	-884
Washington Co. MN	1,423	114	-1,309
Ramsey Co. MN	1,185	29	-1,156
Barron Co. WI	902	665	-237
Hennepin Co. MN	802	68	-734
Chisago Co. MN	609	341	-268
Burnett Co. WI	359	554	195
Anoka Co. MN	303	92	-211
Dakota Co. MN	167	3	-164
Pierce Co. WI	55	43	-12
Elsewhere	419	309	-110

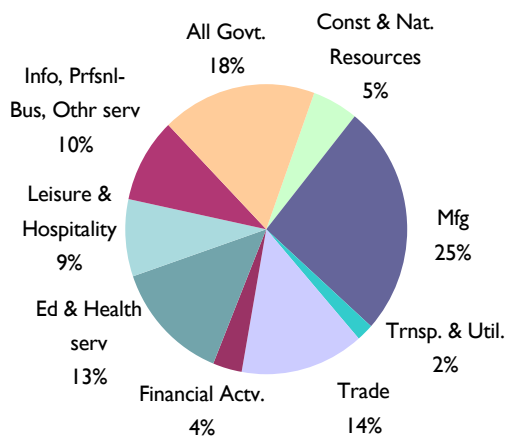
Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment - Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Polk County Industry Distribution: 2002



Because NAICS is so different, there are no good crosswalks to revise earlier years of county employment estimates, although estimates for states and metropolitan areas have been published in NAICS beginning with 1990.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality, and information. Previously, employment in leisure and hospitality was assigned to retail trade (restaurants) and services (hotels and resorts), and many information jobs were in manufacturing (printing and publishing).

Other changes to the Polk employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is now grouped with warehousing and utilities and no longer includes communication. Jobs from communication are grouped with publishing jobs in the new information sector.

Wholesale and retail trade jobs declined to 14 percent of total employment in NAICS from 21 percent. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality as were jobs with hotels and lodging facilities. This new sector should make it easier to monitor changes in tourist related businesses.

Another new sector for education and health services

(Continued on page 7)

2002 Industry Employment in Polk County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	790	5%	Construction & Mining	5%
Manufacturing	3,851	26%	Manufacturing	30%
Transportation, warehousing & utilities	324	2%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	2,088	14%	Wholesale trade	3%
			Retail trade	18%
Financial activities	529	4%	Finance, insurance & real estate	3%
Information, professional & business services, other services	1,436	10%	Services & misc (incl. agr, forestry, fishing)	21%
Education and health services	1,997	13%	Government	17%
Leisure & hospitality	1,300	9%		
Government	2,646	18%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Polk County Workforce Profile

should provide more information on the rapidly expanding health industry. It is grouped with private education, but most education jobs are included in the public sector in the monthly estimates.

The lists of top industries and top employers in Polk County uses the North American Industry Classification System. In the upper list all private and public education were grouped together making it the largest in-

dustry sector in the county. One big change with this list over previous years is the sub-groups within health services, three of which appear on the top industry list.

Together, the largest industry sectors provide 45 percent of all the jobs in the county while the ten largest employers provide one in every five jobs. Four of those employers are in public education and another is county government.

Top 10 Industry Groups in Polk County

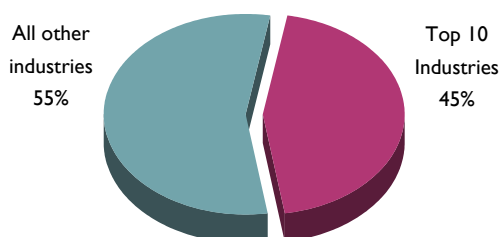
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	12	1,481	23
Food Services and Drinking Places	89	908	-31
Hospitals	*	*	*
Transportation Equipment Manufacturing	*	*	*
Nursing and Residential Care Facilities	10	600	-6
Ambulatory Health Care Services	45	451	21
Fabricated Metal Product Manufacturing	27	431	51
Food And Beverage Stores	14	414	-33
Plastics & Rubber Products Manufacturing	12	405	-39
Food Manufacturing	8	371	-9

*data suppressed to maintain confidentiality

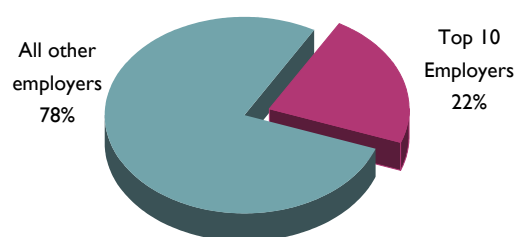
Top 10 Employers in Polk County

Company	Product or Service	Size
Polaris Industries Mfg. LLC	All other transportation equip. manufacturing	500-999
County of Polk	Executive & legislative offices, combined	500-999
St. Croix Regional Medical Center In	General medical & surgical hospitals	250-499
Osceola Public School	Elementary & secondary schools	250-499
School District of Amery	Elementary & secondary schools	250-499
Amery Regional Medical Center, Inc.	General medical & surgical hospitals	100-249
Wal-Mart Associates, Inc.	Discount department stores	100-249
Balsam Lake-Unity-Milltown Public Schools	Elementary & secondary schools	100-249
Ladd Memorial Hospital, Inc.	General medical & surgical hospitals	100-249
School District of St. Croix Falls	Elementary & secondary schools	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Polk County Workforce Profile

The bottom graph emphasizes the strong presence of manufacturing employers in Polk County. Roughly 27 percent of all jobs in the county and 34 percent of total payroll is from the manufacturing sector. The annual average wage for workers in this sector in 2002 was only \$32,695, however, much lower than the average wage for similar workers statewide.

The average wage for all workers in Polk County of \$25,566 increased 4.1 percent from the 2001 average of \$24,564. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Average Annual Wage Polk County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 25,566	79%	4.1%
Natural resources	\$ 25,481	\$ 25,228	99%	12.9%
Construction	\$ 39,649	\$ 32,616	82%	-3.3%
Manufacturing	\$ 40,584	\$ 32,695	81%	7.2%
Trade, Transportation, Utilities	\$ 28,422	\$ 21,710	76%	4.7%
Information	\$ 38,871	\$ 23,116	59%	-2.7%
Financial activities	\$ 40,337	\$ 28,007	69%	8.3%
Professional & Business Services	\$ 36,324	\$ 24,469	67%	13.7%
Education & Health	\$ 33,768	\$ 26,592	79%	3.8%
Leisure & Hospitality	\$ 11,837	\$ 9,035	76%	-0.9%
Other services	\$ 19,500	\$ 19,268	99%	4.6%
Public Administration	\$ 33,769	\$ 22,722	67%	3.1%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 22.7 percent of the workforce works part time and 19 percent works less than 40 weeks per year. In Wisconsin 24.1 percent work part time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Polk County

	Employment		Total Payroll		
	Annual average	1-year change		% of Total Payroll	% of Total Employment
Natural Resources	147	-1	\$ 3,708,546		
Construction	790	54	\$ 25,766,872		
Manufacturing	3,813	-323	\$ 124,666,456		
Trade, Transportation, Utilities	2,624	18	\$ 56,967,368		
Information	300	-21	\$ 6,934,906		
Financial Activities	520	30	\$ 14,563,844		
Professional & Business Services	444	36	\$ 10,864,216		
Education & Health	3,474	57	\$ 92,380,619		
Leisure & Hospitality	1,379	45	\$ 12,458,682		
Other services	266	-18	\$ 5,125,356		
Public Administration	598	10	\$ 13,587,863		
Not assigned	0	0	0		
All Industries	14,356	-113	\$367,024,728		

Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Polk County. Even though net earnings comprise 66.1% of total county income that is less than both the state and national share of 66.7 and 67.6 percent, respectively. That is because the share of transfer payments, which include social security, is higher in Polk County.

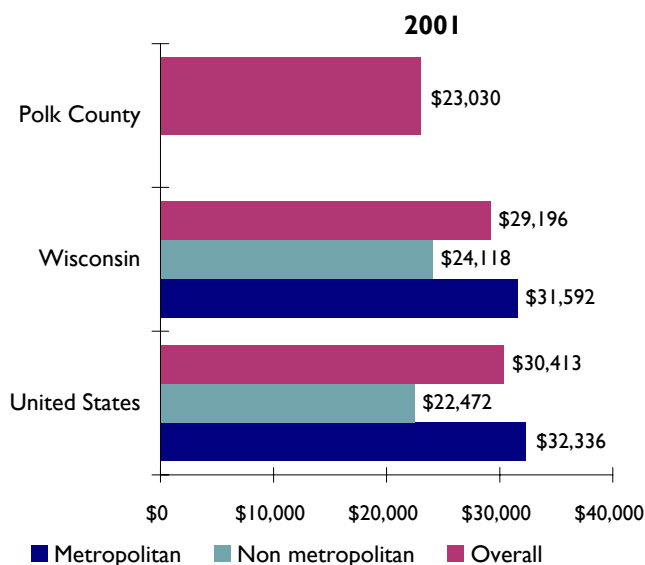
The higher share of transfer payments, plus an annual average wage that is much lower than in the

state, contribute to a lower per capita personal income in the county. The gap closes however if you compare Polk County only to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and the competition for workers drives up wages.

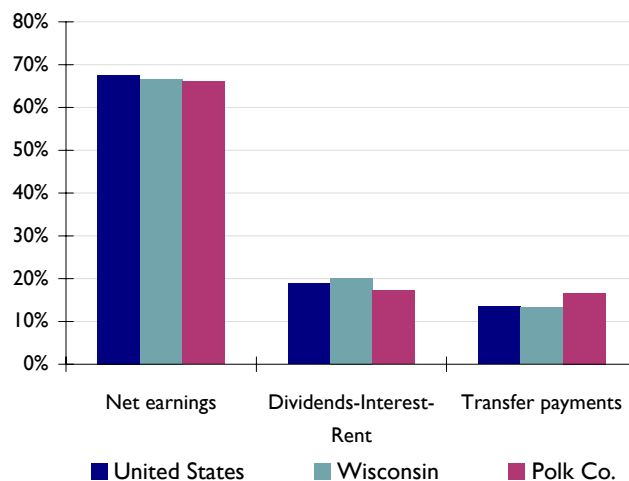
The Polk County PCPI of \$23,030 in 2001 was 76 percent of the national PCPI and 79 percent of the state. It ranked 41st among Wisconsin's 72 counties.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Polk County	\$18,594	\$19,600	\$20,635	\$21,459	\$22,771	\$23,030	1.1%	23.9%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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